

# WCF Africa Summit

Africa's Global Future: Integrated,  
Innovative, and Sustainable

Nairobi | 9-11 April 2025



## CONCEPT NOTE

### Africa's Global Future: Integrated, Innovative and Sustainable

#### General Information

**Lead Organizations: ICC World Chambers Federation (ICC WCF) and Kenya National Chamber of Commerce and Industry (KNCCI)**

<b>Target Region(s)/Country(ies):</b>	Africa and The World
<b>Project Type:</b>	Conference and Expo
<b>Theme:</b>	Africa's Global Future: Integrated, Innovative, and Sustainable
<b>Venue and Proposed Dates:</b>	Kenyatta International Conference Center (KICC), Nairobi, Kenya, 9th - 11th April 2025

# 1. WCF Africa Summit

The **World Chambers Federation (WCF)** is the global network of chambers of commerce under the **International Chamber of Commerce (ICC)**, representing business interests worldwide. WCF fosters collaboration between chambers, businesses, and governments to drive international trade, investment, and economic policy.

The World Chambers Federation in Partnership with Kenya National Chamber of Commerce and Industry (KNCCI) are planning to hold the **Inaugural Africa Summit** on April 9-11, 2025 at Kenyatta International Convention Centre (KICC). The summit themed: **Africa's Global Future: Integrated, Innovative, and Sustainable** aims to unlock the continent's potential through trade, investment and sustainable development. The summit is anticipated to attract over 4,500 participants from more than 70 countries across Africa and the globe.

The WCF Africa Summit is a private sector led **business transformation platform**. It provides:

- A space for African businesses to **negotiate trade deals and form partnerships**.
- A structured approach to **policy advocacy** that improves ease of doing business.
- A powerful opportunity for African chambers to **engage with global stakeholders** and unlock new markets.

Under the framework of the African Continental Free Trade Area (AfCFTA) connected to Global Trade, the summit will serve as a platform for attracting investments into Kenya and Africa, sharing best practices, networking and B2B, and formulating actionable strategies for private sector-led economic growth and social equity across the region.

## Thematic Areas of the WCF Africa Summit

### Economic Integration and Trade Investment

- Infrastructure Development
- Industrialization
- Impact Investments

### Innovation and Sustainability

- Innovation Ecosystem
- Green Economy
- Circular Economy
- Public Policy & Innovations
- Sustainable Supply Chains

### Inclusivity and empowerment

- Gender Inclusivity
- Youth Empowerment
- Digital Inclusion
- Localization
- Financial Inclusion

## 2. Focus Areas of the WCF Africa Summit



### **Accelerate Trade and Investment**

Bolstering AfCFTA implementation and fostering global trade partnerships.



### **Harness Tech for Growth**

Leveraging emerging technologies to drive economic growth and solve local challenges.



### **Public Private Partnerships**

Exploring innovative strategies to drive private sector mobilization and boost Africa's economic impact.



### **Empower SMES**

Connect SMEs to global markets with access to finance, mentorship, and growth opportunities.



### **Equip Chambers in Africa**

Showcase ICC tools and services, offering African chambers and businesses resources to boost global trade and investment



### **Promote Sustainability**

Embed eco-friendly practices, green technologies and boost resilience.

## 3. Expected Outcomes

1. **Strengthened trade partnerships** advancing cross-border collaborations under AfCFTA to unlock new market opportunities.
2. **Empowered SMEs, women, and youth** driving inclusive growth and fostering leadership in Africa's business landscape.
3. **Actionable growth strategies** shaping sustainable policies and positioning Africa competitively in global markets.
4. **Accelerated investments** fueling high-potential sectors like technology and green energy to lead transformative projects.
5. **Expanded market access** connecting businesses with global buyers, suppliers, and investors for increased trade opportunities.
6. **Innovation and technology adoption** enhancing Africa's competitiveness and driving tech-enabled solutions.
7. **Stronger networks** built through engagement with policymakers and industry leaders to influence Africa's economic development.
8. **Investment deals and MOUs signed** between business to business, business to government and government to government.

## 4. Audience

**Regional Leaders:** Heads of States

**Members of the World Chamber Federation:** International business leaders and representatives from The World Chamber Federation and The International Chamber of Commerce, providing a global perspective and facilitating international partnerships.

**Business and Investment Community:** Top 100 African Companies, Chambers of Commerce, Regional Leaders/Investors, African CEOs, business leaders, association leaders, Entrepreneurs, Investment Promotion Agencies, Impact Investors and Philanthropic foundations.

**Small and Medium Enterprises (SMEs):** SMEs are key drivers of economic growth and innovation in Africa, accounting for over 80% of jobs on the continent. Their participation in the summit will be critical to discuss challenges, access to finance, and opportunities for scaling in the AfCFTA framework.

**Policy and Regulatory Bodies:** Governments, National and County Government Officials, Foreign Missions, Economical and Regional Development agencies/ blocs, Trade and Investment Organizations, Multilateral Development Banks and Regional Development Banks, who can influence policy changes, promote regional integration and create a conducive business environment.

**Knowledge and Advocacy:** Academia, Media, Industry Experts will be key in generating research, promoting knowledge sharing and influencing public opinion.

## 5. Summit Structure

### Main Activities

1. Plenary session; Heads of States keynote addresses, and high-level panel discussions on AfCFTA and Global integration.
2. B2B Networking Sessions
3. Chamber Connect Sessions
4. Workshops and Side Events
5. International Business Roundtable
6. Site visits

### Highlights:

#### Chamber Connect Sessions:

These will be curated networking sessions that connect African and international chamber leaders, business executives, and policymakers. They provide a platform for:

1. Exchange of best practices on trade facilitation, investment promotion, and policy advocacy.
2. Building partnerships between African chambers and those from other regions, enabling knowledge sharing, capacity-building, and collaboration.
3. Promoting the services and resources of the International Chamber of Commerce (ICC) to African chambers, helping them support local businesses better.

#### Workshops:

These hands-on sessions will focus on capacity building and practical skills development for African businesses, policymakers, and entrepreneurs. Topics may include:

- Accessing Global and Regional Value Chains: Strategies for SMEs to become key players in GVCs.
- Financing for African Businesses: Exploring available funding options from multilateral development banks, impact investors, and philanthropic foundations.
- AfCFTA Implementation: Practical workshops for policymakers and business leaders on how to navigate and leverage the AfCFTA opportunities.

#### Side Events:

The WCF Africa Summit will feature a series of dynamic **side events** designed to complement the main sessions, offering participants opportunities to engage in **specialized discussions, networking, and collaborative initiatives**. These side events will focus on key areas critical to Africa's economic transformation and private sector growth. Interested organizations can contact KNCCI for quotes.

### Other Key activities will include:

- Exhibition zone: 300+ Entrepreneurs from all over Africa who will showcase their products and services.
- Digital Exhibitions/Innovation Displays: Highlighting youth-led initiatives and start-ups that are making significant contributions to economic development and sustainability.
- High Level Governors Forum and County Investment Forums.
- Side Events
- Cocktail /Gala Dinner.

## 6. Partnerships

To deliver a successful Africa Summit, all national Chambers of Commerce and other Business Membership Organizations (BMOs) across Africa are expected to participate in the summit. African Transnational Chambers of Commerce (TNCCs), Permanent Conference of African and Francophone Consular Chambers (CPCCAF), Chambers of Commerce from around the world, and the Pan African Chamber of Commerce and Industry (PACCI) will also actively participate, adding regional and international perspectives to the discussions. The business community will partner with the Government of Kenya, County Government of Nairobi, the African Union Commission (AUC), AfCFTA Secretariat, Regional Economic Communities, UN agencies, regional financial institutions and other international organizations and others will be key contributors.

### Areas of Partnership:

- **Participation:** Engage as speakers, panelists, or delegates to contribute insights and strategic discussions.
- **Sponsorship:** Organizations can support the summit through sponsorship packages, gaining brand visibility and engagement with key stakeholders.
- **Exhibition:** Businesses and institutions can showcase their products, services, and innovations to a global audience.

Further details on partnership opportunities will be provided separately

## 7. Registration:

Participants can register for the WCF Africa Summit through the official website. Registration categories include:

- **General Attendees:** Open to all business leaders, policymakers, and investors.

Telkom Plaza 2nd floor | Ralphe Buche Road | P.O. Box 47024-00100 Nairobi  
Tel: 020 3927000 | Email: [WCFAfricaSummit2025@kenyachamber.or.ke](mailto:WCFAfricaSummit2025@kenyachamber.or.ke) | [www.kenyachamber.or.ke](http://www.kenyachamber.or.ke)

- **Exhibitors:** Businesses and organizations interested in showcasing their products and services.
- **Speakers & Panelists:** Industry experts and thought leaders contributing to discussions.
- **Sponsorship Packages:** Available for organizations interested in strategic engagement and visibility.

To Register as a Delegate: [WCF Africa Summit Delegate](#)

To Register as Exhibitor: [WCF AFRICA EXHIBITION](#)

## 8. Contact Details

For inquiries and further details about the WCF Africa Summit, please contact:

**Ms Rahab Muturi**

**Lead Coordinator**

**WCF African Summit Secretariat**

Email: [rahab.muturi@kenyachamber.or.ke](mailto:rahab.muturi@kenyachamber.or.ke)

Website: [www.kenyachamber.or.ke](http://www.kenyachamber.or.ke)

## 9. Conclusion

The inaugural Africa Summit presents a pivotal opportunity to address critical issues shaping regional trade and investment across the continent. By fostering meaningful collaboration, dialogue, and strategic partnerships among key stakeholders, the summit seeks to develop a comprehensive roadmap for advancing Africa's economic integration and competitiveness in global trade. With a focus on inclusivity, sustainability, and innovation, the outcomes of this summit will aim to unlock new opportunities for trade, enhance investment flows, and drive industrialization, all while creating a more resilient and prosperous economic future for Africa. Chambers across Africa and globally will reaffirm their roles as catalysts for economic growth, solidifying their capacity to influence trade policy and advocate for private sector needs. A joint statement from chambers will emphasize the importance of public private partnerships for regional collaboration to accelerate intra-Africa trade as a key component of positioning Africa in Global Value chains.

